U.S. CONSULATE GENERAL JOHANNESBURG

IP FOR GROWTH WORKSHOP

AUGUST 17-18, 2026

ARTISTS CREATE. IP PROTECTS. ECONOMIES GROW.

Freedom 250

UNIVERSAL MUSIC GROUP

BACKGROUND

The IP for Growth (IP4G) Johannesburg Workshop, taking place August 17–18, 2026, is a collaborative initiative of the U.S. Consulate General Johannesburg, U.S. Mission Geneva, and Universal Music Group (UMG). The two-day workshop brings together the music industry, legal experts, policymakers, and creative industry leaders. Drawing on U.S. experience and expertise alongside South African and global perspectives, the workshop will examine opportunities to strengthen IP systems and support the continued growth of the creative economy.

The workshop forms part of the broader IP for Growth Initiative, led by the U.S. Mission Geneva which promotes transparent, market-based intellectual property systems that strengthen innovation, entrepreneurship, and international competitiveness. Building on the successful launch of the initiative at the World Intellectual Property Organization (WIPO) in Geneva, the Johannesburg workshop brings these conversations directly into one of Africa's most dynamic creative markets.

Hosted in Johannesburg — South Africa's economic hub and one of Africa's leading centers for music, entertainment, and the creative industries — the workshop arrives at a pivotal moment for the country's creative economy. South Africa's creative industries continue to grow in both scale and global influence, protecting intellectual property has become increasingly important. Strong copyright and IP systems help creators safeguard their work, unlock new commercial opportunities, attract investment, and ensure that innovation and creativity translate into sustainable economic growth.

The United States has long set the global benchmark for intellectual property protection. American IP frameworks — built on transparency, market-driven incentives, and robust enforcement — have enabled generations of creators, entrepreneurs, and innovators to turn ideas into economic opportunity.

The creative industry is being reshaped by digital transformation, streaming platforms, artificial intelligence, and expanding access to global markets. These shifts bring new opportunities alongside increasingly complex challenges around copyright protection, licensing, piracy, and the commercialization of creative work, making robust intellectual property systems more important than ever.

South Africa and the United States share a long history of creative exchange. South African audiences have embraced American music, film, television, and technology while American audiences increasingly recognize the growing global impact of South African creatives. The IP for Growth Workshop reflects this partnership by offering South African stakeholders direct access to American best practices in IP governance.

Participants can expect to:

- Hear from leading industry experts on intellectual property, copyright, licensing, and the future of the creative economy.
- Learn practical strategies to protect, manage, and monetize creative works.
- Explore solutions to emerging challenges, including digital piracy, artificial intelligence, and cross-border enforcement.
- Exchange global best practices that strengthen creator-centered IP ecosystems.
- Build meaningful partnerships across government, industry, and the creative sector.

WORKSHOP PROGRAM

DAY 1 - AUGUST 17, 2026: IP FOR GROWTH WORKSHOP

08:15	Registration and Welcome Coffee
09:00	Welcome - **Phillip Assis - Director of Africa Regional Media Hub, U.S. Department of State**
09:15	Opening Remarks - **U.S. Consul General Stephanie Bunce**
09:25	Keynote Address: “Africa’s Creative Industry: IP for Growth”
09:30	**Manusha Sarawan - Managing Director for Southern and East Africa, Universal Music Group**
09:50	Panel Discussion: ‘Building Agile Intellectual Property Infrastructure’ **Moderated by Collen Dlamini - Founder, Creative Cnergy** **Katherine Hiner - U.S. Regional Attache for Sub-Saharan Africa, USPTO** **Thando Makhunga - Managing Director, Downtown Music Publishing Africa & Chairperson, MPASA** **Annabelle Lebethe - CEO, SAMRO** **Stephen Hollis - Partner, Adams & Adams**
11:00	Coffee Break
11:15	Virtual Presentation by MEDI: 'Introducing the Music Economy Development Initiative and Why it Matters" **Shain Shapiro - Music Economic Development Initiative Lead**
12:00	Lunch
13:00	Panel Discussion: “Leveraring IP Tools for Profit and Protection” **Moderated by Allana Foster-Finley - Founder, Visa Diva Global** **Colin Gayle - Co-Founder, Africa Creative Agency** **David Feinberg - Parntner, Rosengarten & Feinberg** **Siya Metane - Artist & CEO, SlikourOnLife Group** **Andrew Mitchley - Managing Director, Gresham Music Group**
14:30	Break
14:45	Roundtable Conversations: IP Needs for the Creative Sector **lead by Sipho Dlamini - President for Africa & Middle East, gamma**
16:15	Wrap-Up
16:30	Group Photo
17:00	Sundowners/Networking Event
19:00	End of day

WORKSHOP PROGRAM

DAY 2 - AUGUST 18, 2026: POLICY, INNOVATION, AND INTERNATIONAL COLLABORATION

09:00	Arrival and Coffee
09:15	Welcome - **Phillip Assis**
09:30	Interactive Session: "IP Policy Development: Structures for Emerging Markets" **Moderated by Collen Dlamini - Founder, Creative Cnergy** **Stephen Hollis - Partner, Adams & Adams** **Manaileng Maphike - Founder, Maphike Attorneys Inc.** **Pfanani Lishiva - CEO, SAMPRA**
10:30	Break
10:45	Virtual Presentation by International Federation of the Phonographic Industry (IFPI) **represented by Victoriano Darias - Senior Global Legal Policy Advisor**
12:00	Lunch
13:00	Ice Breaker
13:30	Panel Discussion: "The Development and Enforcement of Anti-Piracy Policy in the Creative Sector" **Moderated by Adowa Ankoma - Director: Policy and Research, Electric South** **Wiseman Ngubo - IP and Tech Executive** **Chola Makgamathe - Partners Against Piracy**
14:30	Break
14:45	Action Planning Table Discussion: "Next Steps: Sustaining U.S. - Africa IP Industry Collaboration for Global Impact"
15:45	Wrap-Up
15:50	Closing Remarks
16:00	End of day

SPEAKER AND MODERATOR BIOS

OPENING REMARKS

U.S. CONSUL GENERAL STEPHANIE BUNCE

Stephanie Bunce arrived in South Africa in September 2024 as the U.S. Consul General in Johannesburg. Prior to this assignment, she served as Deputy Chief of Mission (DCM) at the U.S. Embassy in Freetown, Sierra Leone and as DCM at the U.S. Embassy in Bujumbura, Burundi. Throughout her diplomatic career, Ms. Bunce has served in diverse domestic and overseas positions. From 2016 to 2018, she served in Washington, D.C. as the Director of the Bureau of Consular Affairs Leadership, Management, and Innovation Initiative. From 2013 to 2016, she served as Country Consular Coordinator for Mission Australia. Her previous assignments include Consular Section Chief in Sana'a, Yemen; Deputy Director of Consular Training at the Foreign Service Institute in Arlington, Virginia; and Deputy Consular Section Chief in Damascus, Syria. Additional overseas tours include Accra and Bucharest.

Ms. Bunce is a 2019 graduate of the National War College in Washington, D.C. She holds a B.A. in history from James Madison University and was born and raised in the Washington, D.C., area.

PROGRAM DIRECTOR PHILLIP ASSIS

Phillip Assis serves as the Director of the Africa Regional Media Hub and French Language Spokesperson, based in Johannesburg, South Africa. A career Foreign Service Officer, he previously focused on Public Diplomacy in Copenhagen, Tunis, Islamabad, Karachi, the Vatican, and the Near Eastern Affairs bureau of the State Department, in addition to consular work in Guyana. Phillip's Africa familiarity stems from a decade managing professional exchange programs across the continent, and from being a Peace Corps Volunteer in Benin. He has a B.A. in Social Work from Concordia College in Moorhead, Minnesota, and an M.A. in International Relations from Johns Hopkins University School of Advanced International Studies. Phillip is a native of Portland, Oregon and is married.

SPEAKER AND MODERATOR BIOS

Keynote Address: ‘Africa’s Creative Industy: IP for Growth”

SPEAKER MANUSHA SARAWAN

Manusha Sarawan is the Managing Director of Universal Music Group - Southern and East Africa, an experienced business leader, with decades of experience working at the intersection of business and creativity. Throughout her career, she has held various executive roles across the African music industry landscape.

At UMG, Sarawan pioneered a digital-first approach to business that has been integral to the company’s success in the region as streaming has become more and more widespread. In addition, she has played a key role in negotiating the contracts of some of the most successful African artists and has been a tireless champion, helping develop African music on the global stage.

SESSION 1: ‘Building Agile Intellectual Property Infrastructure’

MODERATED BY COLLEN DLAMINI

Collen Dlamini is the Managing Director of VMCo Advisory, a boutique public affairs and strategic communications consultancy. He is also the Executive Director of Creative Cnergy NPC, an organisation dedicated to capital mobilisation, capacity building, and policy harmonisation, convening high level stakeholders in the creative and cultural industries.

With over two decades of executive leadership experience spanning technology, media, entertainment, and mining, Collen has built a reputation as one of South Africa's foremost conveners at the intersection of policy, investment, and the creative economy.

He has advised corporations, governments, brands, and agencies on reputation management, strategic communications, regulatory affairs, and public policy, having served in senior executive roles at Kagiso Media, Future Managers, Juta and Company and MultiChoice Group.

As an Executive Producer, Collen has led high-profile events on national and global stages, including SA Night at the World Economic Forum in Davos, YouRSA (A South African Arts and Culture Showcase) in New York, G20 Digital Piracy Dialogue and the Creative Cnergy Policy and Investment Symposium.

Collen currently serves as a board member at the South African Chamber of Commerce and Industry (SACCI) and is Board Chairperson of Stenda Group. Collen holds qualifications from the University of South Africa, the Gordon Institute of Business Science (GIBS), and the University of the Witwatersrand.

SPEAKER KATHERINE HINER

Katherine M. Hiner is the United States Patent and Trademark Office's (USPTO's) intellectual property (IP) attaché for South Africa based at the U.S. Consulate General in Johannesburg. Her role includes assisting U.S. businesses in protecting and enforcing their IP rights in Sub-Saharan Africa by coordinating with local enforcement authorities, securing strong IP provisions in local laws, and monitoring the implementation of these provisions with local authorities and other U.S. government agencies. Ms. Hiner conducts capacity-building programs for local officials, including patent and trademark examiners, to ensure more consistent application of international IP standards in the registration and enforcement of IP rights.

SPEAKER THANDO MAKHUNGA

Thando Makhunga is a dynamic South African music industry executive and thought leader. As Managing Director of Downtown Music Publishing Africa one of the continent's leading music publishers - she drives strategic growth, negotiates major deals, and spearheads catalogue acquisitions across Africa and beyond. Under her leadership, the company has expanded its footprint, on the continent, securing partnerships with leading global brands and advocating for the rights of African creators.

In early 2025, Thando was named to Billboard's Global Power Players list, recognizing her influence on the worldwide music landscape. That same year, she was appointed Chairperson of Music Ecosystems, a global organization dedicated to advancing research, policy, and best practice regarding music's contribution to economic and social development. Thando serves on the board of the Composers, Authors and Publishers Association (CAPASSO) and, since 2024, has served as Chairperson of the Music Publishers Association of South Africa (MPASA) - making history as the first Black woman in that role. Her global governance footprint includes serving as Vice Chairperson of the ICMP Africa Regional Group.

Most recently, in April 2026, Thando was formally appointed by the Board of the Southern African Music Rights Organization (SAMRO) to the MoI Review Task Team. In this capacity, she is responsible for deliberating upon and making recommendations regarding proposed amendments to SAMRO's Memorandum of Incorporation, helping to shape the future governance of one of Africa's largest Collective Management Organizations.

Earlier in her career, Thando was Group Music Manager at Primedia Broadcasting, where she shaped music strategy and regulatory-compliance systems across multiple radio brands, including 702, Cape Talk, and KFM. Notably, she led 947 (South Africa's largest independent commercial music radio station) to its highest audience figures while serving as Station Manager. A passionate advocate for social change, Thando is also Chairperson of RAD (Rise Above Development), a Cape Town-based non-profit empowering youth through music and education. She is an alumna of the University of Pretoria's Gordon Institute of Business Science (GIBS), most recently having completed the Global Executive Development Program in 2025.

SPEAKER ANNABELL LEBETHE

Before her tenure as CEO of SAMRO, Ms. Lebethe held the position of CEO of Ditsong Museums of South Africa. Her extensive and distinguished career in the arts and culture sector includes numerous senior and consulting positions, demonstrating her broad understanding and experience in the field.

Ms. Lebethe's career highlights include her role as Chief Executive Officer at the National Arts Council in 2009. She also served as the interim CEO of the Performing Arts Centre of the Free State, where she successfully stabilised the entity, implemented a turnaround strategy, developed the organisational structure, addressed audit findings, and formalised governance structures and operations. Prior to this, she was the CEO of the Market Theatre Foundation, further demonstrating her leadership and management capabilities.

In the last two years, since Ms. Lebethe took the helm as SAMRO CEO, the organisation has demonstrated significant financial growth and operational efficiency, resulting in increased revenues, higher and more frequent royalty distributions to members, and a notable reduction in the Cost-to-Income ratio. She is a stalwart in the creative sector and has initiated numerous Corporate Social Investment (CSI) initiatives for music publishers and composers through SAMRO. These include the inaugural Music Business Lab Training Programme and the Music Business Masterclass (MBM).

MODERATOR STEPHEN HOLLIS

Stephen Hollis is an experienced Intellectual Property (IP) lawyer specialising in trade mark, copyright, entertainment law, and IP policy. With a strong passion for the arts and creative industries, he advises clients on effectively managing and protecting their intellectual property to support business growth.

His expertise includes developing brand protection and enforcement strategies across Africa and globally, copyright management, licensing and deal structuring, as well as advising on government policy, legislation, and regulatory matters affecting the creative and copyright industries.

Stephen is a Fellow of the South African Institute of Intellectual Property Law (SAIIPL), a Trade Mark Practitioner, and serves on SAIIPL's Copyright, Traditional Knowledge, and International Treaties Committees.

SESSION 2: Virtual Presentation by MEDI

SPEAKER SHAIN SHAPIRO

Shain is a globally recognized thought leader, speaker and author at the convergence of music, culture, and urban policy. Shain's book, *This Must Be The Place: How Music Can Make Your City Better*, has sold out of its first three pressings, taken Shain on a global tour of 80+ dates in 17 countries, and been signed for translation in 5 languages (Spanish, Italian, Arabic, Japanese, Portuguese) and an audiobook, plus garnering rave reviews around the world.

Shain has defined a new way to think about the value of music in cities and places and, through it, influenced hundreds of cities and places to invest in music and culture as founder and executive chairman of Sound Diplomacy and founder and executive director of the not-for-profit global Center for Music Ecosystems.

He has authored authoritative reports on the role of music in cities, tourism, the nighttime economy, real estate, and recovery, including the most extensive guide to music and the Sustainable Development Goals (SDGs) ever written in partnership with the United Nations.

He is an in-demand public speaker, having spoken at hundreds of global conventions, such as SXSW and the UN World Urban Forum, and delivered the first-ever TEDx talk on music's role in cities. He is also a contributor to Forbes, The Guardian, IQ Magazine, and the author of the Substack, Making Places Better, and has guested on dozens of podcasts around the world. Shain holds a PhD from the University of London and lives in East London.

SESSION 3: ‘Leveraging IP Tools for Profit and Protection’

MODERATED BY ALLANA FOSTER-FINLEY

Allana Foster-Finley is a global mobility strategist, cultural diplomat, entrepreneur, and curator.

Originally from Philadelphia and based in South Africa for more than twenty-five years, Allana’s career began in the American fashion industry, holding roles with Donna Karan, Eileen Fisher, Tiffany & Co., and Gucci America, before transitioning into television as Head of Wardrobe for Oxygen Media. Her career has since spanned fashion, music, film, television, visual arts, entrepreneurship, and international business.

As the Founder of Visa Diva Global, she advises artists, entertainers, entrepreneurs, cultural institutions, and international organizations on global mobility and cross-border strategy, helping creative professionals access international markets and navigate the complexities of working across borders. Her clients span the music, film, fashion, visual arts, and entertainment industries, giving her a unique perspective on the global creative economy.

She is also the Founder and Curator of Cur8Africa, an initiative dedicated to elevating African artists through international exhibitions, strategic partnerships, and access to global markets. Her collaborations have included organizations such as the Art in Black Foundation, Global Citizen, African Fashion International, the Smithsonian National Museum of African Art, and the American Society of South Africa, where she served as President.

A graduate of the University of Virginia, with postgraduate studies in Arts and Historical Documentaries at the University of the Witwatersrand, Allana is also a member of the founding MBA graduating class of the African Leadership University School of Business in Kigali, Rwanda. Known for bringing together governments, businesses, artists, and cultural institutions, Allana believes that creativity is one of Africa’s greatest economic assets. Her work continues to focus on building the relationships, systems, and opportunities that enable creators to thrive globally while strengthening cultural exchange and sustainable economic growth.

SPEAKER COLIN GAYLE

Colin Gayle’s career has always been about connection, linking continents, cultures, and creators in ways that shift industries. Born in London to Jamaican parents, he built his early success in corporate America and the global music business, representing icons like Jill Scott and Kenny Lattimore, and later running international marketing for 50 Cent’s G-Unit empire.

In 2004, he brought his expertise to Africa, producing landmark moments like 50 Cent's tour and meeting with Nelson Mandela, rebranding the South African Broadcasting Corporation with global stars, and introducing Essence magazine and the Essence Music Festival to Durban. His vision for pairing African talent with global stages became the foundation forAfrica Creative Agency (ACA).

Today, ACA is a pan-African powerhouse with teams in South Africa, Kenya, and Los Angeles, managing some of the continent's most celebrated talent. Just a few of the names on its roster include Nasty C, South Africa's leading hip-hop export; Pearl Thusi, an actress and global media personality; Celeste Ntuli, the nation's "Queen of Comedy"; and Tyla, a multiple award-winning artist with several global hits — including the Grammy-winning "Water". Colin's work is driven by one mission: to ensure African creativity stands as an equal force in the global conversation — not just heard, but celebrated

SPEAKER DAVID FEINBERG

David Feinberg is a partner at Rosengarten & Feinberg and has spent close to 20 years advising clients across the music, entertainment and creative industries.

While his practice has its roots in music and copyright, his work increasingly reflects the broader businesses that are built around successful creative talent and intellectual property. He advises on everything from recording, publishing and other rights-based transactions to the structuring and consolidation of intellectual property and commercial assets, brand partnerships, licensing arrangements and cross-border commercial transactions.

His clients include artists, record labels, publishers, producers and businesses operating across the creative industries, and his work spans both complex commercial transactions and contentious intellectual property matters.

A particular focus of his practice is helping clients think about intellectual property not simply as something to protect, but as an asset that can be structured, controlled and commercialised to create long-term value.

SPEAKER SIYA METANE

Siya Metane is a South African creative entrepreneur, cultural strategist, and digital media pioneer whose work spans music, culture, media, and youth engagement. A former member of pioneering Hip-Hop group Skwatta Kamp, he has built a career around creating platforms that amplify African voices and connect brands authentically with young audiences.

He is the founder of SolDistro, a music distribution platform supporting artists in sharing and growing their music. Through his work, Siya continues to champion African creativity, authentic storytelling, and the power of culture to build communities and create meaningful connections.

SPEAKER ANDREW MITCHLEY

Andrew Mitchley is the Managing Director of Gresham Music Group, one of Africa's longest-established independent music companies. With more than two decades of executive experience across recorded music, music publishing, neighbouring rights, licensing and rights administration, he has built a reputation as one of the continent's leading music rights executives.

Throughout his career, Mitchley has overseen the commercial development and strategic growth of award-winning artists including Rouge, Connell Cruise, Jimmy Nevis and Jesse Clegg, while leading initiatives that have expanded Gresham Music Group's influence across Africa and international markets. Widely respected for his expertise in music rights and licensing, Mitchley has worked closely with leading international and local organisations including SESAC, SOCAN, IAFAR, SAMPRA and RISA on matters relating to music rights administration, licensing and industry development. His work has focused on strengthening cross-border licensing frameworks and creating opportunities that better connect international rights holders with African markets.

Mitchley is also a sought-after international speaker and has been invited to present at leading global music industry conferences, including Amsterdam Dance Event (ADE), Canadian Music Week, FAME Week and IFPI industry events, where he shares insights on music rights, licensing, African market development and the future of the global music business.

Today, Mitchley continues to lead Gresham Music Group's strategic growth while driving innovation in music rights management and licensing across Africa, helping build stronger commercial partnerships between African music markets and the global music industry.

SESSION 4: Roundtable Talks: IP Needs for the Creative Sector

SPEAKER SIPHO DLAMINI

Sipho Dlamini is currently President of Africa & Middle East at gamma, the home to artists like Mariah Carey, Usher, Kanye West, Snoop Dogg and Ghanaian superstar Moliy. Previously, Sipho served as CEO of Universal Music South Africa and Sub-Saharan Africa, where he played a key role in expanding the company's African operations and supporting the growth of Afrobeats through global streaming platforms.

His career began in music promotion in London, in the late 1990s before moving into managing South African hitmakers TKZee and Loyiso in South Africa, then taking on senior roles at a Dubai Festival production company.

He later joined the Southern African Music Rights Organisation (SAMRO) where he served as CEO, overseeing royalty collection and distribution as well as initiatives supporting music and arts education. With a career spanning music, rights management, live events and touring, Sipho has been instrumental in shaping the African music industry and connecting African talent with global audiences.

SESSION 5: 'IP Policy Development: Structures for Emerging Markets'

MODERATED BY COLLEN DLAMINI

SPEAKER STEPHEN HOLLIS

SPEAKER MANAILENG MAPHIKE

Manaileng is an admitted Attorney of the High Court of South Africa with over 10 years extensive experience in the legal industry. She is the Managing Director of Maphike Attorneys Incorporated. A specialist boutique law firm through which she provides legal services mainly in Entertainment Law (Music, Film and Television), Intellectual Property Law, Commercial Law, Media Law, Litigation and Alternative Dispute Resolution.

She is the sole Director at Yateletata Services, an Intellectual Property Law and Entertainment Law specialist consultancy where she provides IP advisory services as well as legal (contract law) training and workshops geared towards educating the creative industries on laws applicable to their respective sector. Manaileng is a member of Recording Academy class of 2024.

SPEAKER PFANANI LISHIVHA

Pfanani Lishivha is the CEO of SAMPRA, a South African neighbouring rights CMO that was established in 2008. Among his qualifications, Pfanani has two Master's degrees in policy development: Wits University, Johannesburg (1995), and Queen Mary University of London (2023). His dissertation, when studying with Queen Mary University of London, was on the administration of neighbouring rights in South Africa.

Prior to joining SAMPRA as CEO, Pfanani worked at ICASA, South Africa's broadcasting and telecommunications regulator, as Senior Manager: Policy Development and Research. After leaving ICASA, he joined SAMRO, South Africa's authors' rights CMO, and held various executive roles in business development, performers' rights, and customer services.

Since joining SAMPRA as CEO in 2017, SAMPRA has processed and distributed just above €100m of neighbouring rights royalties to SAMPRA members and sister CMOs with whom SAMPRA has reciprocal agreements (2024 Figures). He has been responsible for ensuring SAMPRA's stability.

Pfanani Lishivha was elected to the Board of SCAPR during the 49th General Assembly held in 2024.

SESSION 6: IFPI Virtual Presentation

'OPPORTUNITIES AND CHALLENGES FOR THE GLOBAL RECORDED MUSIC INDUSTRY'

SPEAKER VICTORIANO DARIAS

SENIOR LEGAL ADVISOR, IFPI

Victoriano Darias is Senior Global Legal Policy Advisor at the International Federation of the Phonographic Industry (IFPI). Before that, Victoriano was Senior Legal Advisor at the European Grouping of Societies of Authors and Composers (GESAC). He also has extensive experience in academia having held teaching and management positions in intellectual property and in music industry programs at Universidad Internacional de la Rioja, Berklee College of Music and UCLA.

Victoriano has a PhD in Mass Communication and master's degrees in EU Law (LLM - College of Europe) and Music Business (MA - New York University).

SESSION 7: Discussion on the Development and Enforcement of Anti-Piracy Policy in the Creative Sector

SPEAKER KATHERINE HINER

MODERATED BY ADWOA ANKOMA

Adwoa Ankoma is a South African lawyer, public policy and governance professional working at the intersection of technology, creative industries and regulation. She is Director of Policy and Research at Electric South, where she leads policy work and research into key questions at the intersection of creative practice and emerging technologies, including AI and immersive media.

Her work at Electric South has included leading two AI and Immersive Media Convenings and related research, developing principles for AI governance from creative practice, and examining the policy and regulatory conditions shaping Africa's emerging creative technology ecosystem.

She previously served as Legal, Policy and Compliance Manager at the National Film and Video Foundation (NFVF), where she worked across policy, regulation and the South African audiovisual sector, and as a Tech Law & Policy Fellow at the Wikimedia Foundation. She has also led Government Relations and Public Policy for TikTok across the SADC region, as well as provided digital safety expertise across Sub-Saharan Africa.

Adwoa holds an LLM in Entertainment, Media and Tech Law and Policy from UCLA as a Fulbright Scholar, as well as degrees in law and mathematics from Rhodes University. Her work focuses on developing policy and regulatory approaches that respond to technological change while supporting creators, cultural participation and inclusive digital economies.

SPEAKER WISEMAN NGUBO

Wiseman is an experienced executive with a demonstrated history of working in intellectual property licensing and partnerships.

Wiseman has been involved in crafting, negotiating and implementing various multi territorial content licenses across EMEA. His experience spans across various aspects of managing a business within the creative industry covering stakeholder and client managements, P&L management, business development, cross functional team management as well as developing, implementing and scaling operational workflows to improve overall team performance.

Wiseman has worked on licensing negotiations for both rightsholders and users; from publishers, CMOs, labels and composers to DSPs. Sitting across both sides of the table has enabled Wiseman to amass a very unique skillset tailored to the nuances of digital music licensing.

Additionally, Wiseman has also has extensive knowledge and experience in government affairs and lobbying. This includes being tasked with offering advice to the South African Parliamentary Portfolio Committee on Trade and Industry on various aspects of creative industry centric bills and related international treaties.

SPEAKER CHOLA MAKGAMATHE

Chola Makgamathe attended Wits University in Johannesburg where she graduated with Bcom, LLB and LLM degrees. She subsequently worked as a consultant and worked on and managed projects involving multi-lateral organisations, provincial and local government. She is an admitted attorney of the High Court of South Africa and practised law at one of the leading law firms in South Africa.

She was the CEO of Downtown Music Hub, a Non Profit Company established by the Department of Arts and Culture to deal with some of the challenges in the South African Music Sector.

She is currently the General Manager for Legal Services at the Southern African Music Rights Organisation. Chola is also currently serving as the Chairperson for the Copyright Coalition of South Africa, an organisation that is currently advocating for copyright legislation that is fit for purpose for a South African context. The Coalition is also the South African champion for the Partners against Piracy initiative, a multi-territorial initiative that is championing the campaign against piracy of creative content

EXPLORE OUR WORK & RESOURCES

CONNECT WITH US

FOLLOW THE U.S. MISSION IN SOUTH AFRICA

@USEMBASSYSA

ZA.USEMBASSY.GOV

U.S. Consulate General
Johannesburg

UNITED STATES MISSION
INTERNATIONAL ORGANIZATIONS IN GENEVA

Freedom 250